

# **RJ REYNOLDS**

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

March 20, 1998

**RJR Account #649920**

Ms. T. Klimowski  
TRIPIFOODS, INC.

**SALEM TEAR TAPE PROMOTION #800438: JULY - SEPTEMBER**

Dear Terri:

Attached are July orders for *Salem .30¢ Tear Tape* product. 40-Pack Displays (Item #541964 @ 1/SKU) are being shipped with *July Salem Tear Tape* product. These Displays need to be maintained by participating Retailers for 3rd Quarter Salem Tear Tape distributions: July / August / September (see attached 'Retailer Letter'). This product is being shipped @ .30¢ off-invoice.

RJR will reimburse you **\$7.00** per promoted 6M case for all displays packed and shipped to retail on a timely basis.

**Display Detail / Item #541964**

SKU CUBE:	<b>0.5020</b>
SKU WT (w/o Product):	<b>1.1350 lbs</b>
Retail Sales Offers per SKU:	<b>40 units</b>
Billing per SKU:	<b>4 Cartons</b>

PARTNERS 'BONUS' REPORTING DESCRIPTION

S A L \_ 9 8 \_ . 3 0 / \_ 1 P K \_

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
cc: R. M. Duszynski  
Tripifoods: L. Krawczyk  
Enc. Retailer Letter  
Retail Customer List

3QTRSAI.DOC

51859 2621

## **JULY DELIVERY**

### **SALEM TEAR TAPE**

**\*\*\*UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JUNE PRODUCT  
DISTRIBUTION TO MEET JULY DISTRIBUTION AS NEEDED\*\*\***

**Product PO #062998-S**

**122 SKUs of Displays (Item #541964)**

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>6</u>
12300-24195	Full Flavor 100	<u>5</u>
12300-24196	Light	<u>9</u>
12300-24197	Light 100	<u>6</u>

**PRODUCT / DISPLAYS ARRIVAL:** JUNE 29, 1998  
**SHIP DATE TO RETAIL:** WEEK OF: JULY 13, 1998

**EFT \$ AMOUNT:** \$8,439.86

**PACKING / SHIPPING PAYMENT** \$182.00  
(26 (6M) promoted case(s) @ \$7.00).

### **JULY Drive Period 807 / Promotion #800438**

**PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4  
CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT  
REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS  
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'  
IN EACH DISPLAY SHIPPED TO RETAIL)**

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

**JULY DELIVERY**

51859 2622

**TRIPIFOODS****JULY: SALEM .30¢ TEAR TAPE / PROMOTION #800438 (#807)****#/ CARTONS SALEM MEN KG / UPC #12300-24194****RETAIL DISTRIBUTION DATE: WK OF 7/13/98**

GROUP	NO. OF STORES	#/ CARTONS TO SHIP TO EACH ACCOUNT	TOTAL #/ CARTONS	NJ	NY	OH	PA	WV
ERIE PETRO	8	SEE LIST	27		4		23	
FARM FRESH	4	SEE LIST	8			2		6
K & K FOODMART	10	1	10		10			
KENYON VARIETY	7	1	7		7			
LAKE COUNTY	9	1	9		9			
PETRO USA	7	2	14		14			
PAL MART	4	SEE LIST	3		3			
POCO MART	3	SEE LIST	2				2	
SHIPLEY	3	1	3				3	
XTRA MART/ MID VALLEY	35	SEE LIST	30		26		4	
INDEPENDENTS (AND SMALL CHAINS)	32	SEE LIST	77		29	24	24	
TOTALS	122		190	0	102	26	56	6

**TRIPIFOODS****JULY: SALEM .30¢ TEAR TAPE / PROMOTION #800438 (#807)****#/ CARTONS SALEM MEN 100 / UPC #12300-24195****RETAIL DISTRIBUTION DATE: WK OF 7/13/98**

GROUP	NO. OF STORES	#/ CARTONS TO SHIP TO EACH ACCOUNT	TOTAL #/ CARTONS	NJ	NY	OH	PA	WV
ERIE PETRO	8	SEE LIST	22		3		19	
FARM FRESH	4	SEE LIST	10			2		8
K & K FOODMART	10	1	10		10			
KENYON VARIETY	7	1	7		7			
LAKE COUNTY	9	1	9		9			
PETRO USA	7	2	14		14			
PAL MART	4	SEE LIST	2		2			
POCO MART	3	SEE LIST	0					
SHIPLEY	3	1	3				3	
XTRA MART/ MID VALLEY	35	SEE LIST	33		26		7	
INDEPENDENTS (AND SMALL CHAINS)	32	SEE LIST	57		20	17	20	
TOTALS	122		167	0	91	19	49	8

**TRIPIFOODS****JULY: SALEM .30¢ TEAR TAPE / PROMOTION #800438 (#807)****#/ CARTONS SALEM MEN LT KING / UPC #12300-24196****RETAIL DISTRIBUTION DATE: WK OF 7/13/98**

GROUP	NO. OF STORES	# CARTONS TO SHIP TO EACH ACCOUNT	TOTAL # CARTONS	NJ	NY	OH	PA	WV
ERIE PETRO	8	SEE LIST	34		4		30	
FARM FRESH	4	SEE LIST	8			3		5
K & K FOODMART	10	1	10		10			
KENYON VARIETY	7	1	7		7			
LAKE COUNTY	9	1	9		9			
PETRO USA	7	2	14		14			
PAL MART	4	SEE LIST	5		5			
POCO MART	3	SEE LIST	14				14	
SHIPLEY	3	1	3				3	
XTRA MART/ MID VALLEY	35	SEE LIST	65		56		9	
INDEPENDENTS (AND SMALL CHAINS)	32	SEE LIST	100		27	32	40	1
TOTALS	122		269	0	132	35	96	6

**TRIPIFOODS****JULY: SALEM .30¢ TEAR TAPE / PROMOTION #800438 (#807)****#/ CARTONS SALEM MEN LT 100 / UPC #12300-24197****RETAIL DISTRIBUTION DATE: WK OF 7/13/98**

GROUP	NO. OF STORES	#/ CARTONS TO SHIP TO EACH ACCOUNT	TOTAL #/ CARTONS	NJ	NY	OH	PA	WV
ERIE PETRO	8	SEE LIST	33		5		28	
FARM FRESH	4	SEE LIST	6			2		4
K & K FOODMART	10	1	10		10			
KENYON VARIETY	7	1	7		7			
LAKE COUNTY	9	1	9		9			
PETRO USA	7	2	14		14			
PAL MART	4	SEE LIST	4		4			
POCO MART	3	SEE LIST	3				3	
SHIPLEY	3	1	3				3	
XTRA MART/ MID VALLEY	35	SEE LIST	43		36		7	
INDEPENDENTS (AND SMALL CHAINS)	32	SEE LIST	57		24	12	21	
TOTALS	122		189	0	109	14	62	4

# **RJ REYNOLDS**

TOBACCO COMPANY

May 26, 1998

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

## **STATE STAMPING**

TRIPIFOODS

#649920

**SALEM .30¢/ PACK TEAR TAPE**

NUMBER OF CARTONS TO STAMP BY STATE					
SALEM .30¢/ PK (6M)	NJ	NY	OH	PA	WV
KING	0	102	26	56	6
100	0	91	19	49	8
LT KING	0	132	35	96	6
LT 100	0	109	14	62	4

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TRIPIFOODS: JULY SALEM .30¢ TEAR TAPE / #800438 (#807)													
#/ Salem Cartons Per Brand Style								RETAIL DISTRIBUTION DATE: 7/13/98					
#/ STORES	TRIPI#	CHAIN-ID	M85	M100	LT M85	LT M100	TOTAL CTNS	ACCOUNT NAME	CITY	STATE	S/REP	RJR #	
1	25		1	1	1	0	3	SCALISE'S DELI	NORTH TONAWANDA	NY	162601	398953	
2	54		1	1	1	1	4	N CHILI GROCERY	NORTH CHILI	NY	162602	268787	
3	279		1	0	1	0	2	CARDS CORNER DAIRY	SYRACUSE	NY	162205	632691	
4	450		8	6	4	7	25	GLEN GROCERY	WATKINS GLEN	NY	162605	269473	
5	532		1	1	1	1	4	GUETTI MARKET INC	ROCHESTER	NY	162604	268827	
6	711		1	1	1	1	4	JPS FARM MARKETS	HOLLEY	NY	162602	492193	
7	854		2	2	2	2	8	JIM'S TRUCK STOP	CHEEKTOWAGA	NY	162602	583864	
8	937		1	0	2	1	4	COUNTRY STORE	WEBSTER	NY	162604	712289	
9	1414		1	0	1	1	3	SPRINGWATER COUNTRY	SPRINGWATER	NY	162604	677924	
10	1420		2	0	1	0	3	HEMLOCK GENERAL STOR	HEMLOCK	NY	162604	579516	
11	1543		1	1	1	1	4	ONE STOP	DEPEW	NY	162601	667732	
12	1545		1	1	0	1	3	ROSSETTIE PHARMACY	CORNING	NY	162605	269718	
13	1609		2	1	2	1	6	YELLOW GOOSE	JAMESTOWN	NY	162606	657270	
14	2471		2	2	3	2	9	CONVENIENCE CORNER 1	RHINEBECK	NY	162306	770151	
15	2472		2	1	1	2	6	CONVENIENCE CORNER	RHINEBECK	NY	162306	525601	
16	2953		1	1	3	2	7	MINIT STOP 2	GENEVA	NY	162605	664262	
17	3777		0	0	1	0	1	CFM #33-034	PENDLETON	NY	162601	764481	
18	315		1	1	1	1	4	BILICIC COUNTRY MALL	GENEVA	OH	173305	333775	
19	2173		1	1	2	1	5	QUICK CHECK FOODS	SHREVE	OH	172907	797051	
20	2174		1	1	1	1	4	QUICK CHECK FOODS	KILLBUCK	OH	172907	797041	
21	6759		9	5	11	3	28	LITTLE MAC'S	WARREN	OH	173002	220177	
22	6908		7	2	7	2	18	LITTLE MAC'S	NILES	OH	173002	637080	



TRIPIFOODS: JULY SALEM .30¢ TEAR TAPE / #800438 (#807)												
#/ Salem Cartons Per Brand Style								RETAIL DISTRIBUTION DATE: 7/13/98				
#/ STORES	TRIPI#	CHAIN-ID	M85	M100	LT M85	LT M100	TOTAL CTNS	ACCOUNT NAME	CITY	STATE	S/REP	RJR #
23	6909		5	7	10	4	26	LIT'L MAC'S	WARREN	OH	173002	422910
24	429		2	2	3	3	10	WARRENSVILLE MARKET	WILLIAMSPORT	PA	173804	535334
25	644		2	2	2	2	8	NEWTON'S	SHINGLEHOUSE	PA	162607	398286
26	646		1	1	2	1	5	BOYDS CORNER STORE	COUDERSPORT	PA	162607	398296
27	793		2	2	5	2	11	SWISHERS QUICK STOP	HUGHESVILLE	PA	162208	182792
28	1884		8	5	17	6	36	RT. 663 SERVICE CNTR	QUAKERTOWN	PA	133208	216790
29	2501		0	2	2	2	6	WAY 2 GO	ERIE	PA	173001	20329
30	6912		0	0	1	0	1	FAMILY MART	BUCKHANNON	WV	173205	278147
Tot			67	50	90	51	258					
1	277	0362-0101	3	1	3	2	9	GREEN HILLS SUNOCO	READING	PA	173807	419715
0362-0101			3	1	3	2	9					
1	6754	1234-0000	2	2	3	2	9	FARM FRESH 77	RENO	OH	172901	851571
2	6751	1234-0000	1	3	1	1	6	FARM FRESH #47	WILLIAMSTOWN	WV	172901	344972
3	6752	1234-0000	3	3	3	2	11	FARM FRESH #4	BELMONT	WV	172901	345079
4	6755	1234-0000	2	2	1	1	6	FARM FRESH #66	SAINT MARYS	WV	172901	345082
1234-0000			8	10	8	6	32					
1	4112	1866-0000	1	1	1	1	4	SHIPLEY STORE #12	READING	PA	173807	783086
2	4113	1866-0000	1	1	1	1	4	SHIPLEY STORE #13	YORK	PA	173802	783089
3		1866-0000	1	1	1	1	4	CLEARVIEW MOBIL #5	HANOVER	PA	132201	776194
1866-0000			3	3	3	3	12					

**TRIIFOODS: JULY SALEM .30¢ TEAR TAPE / #800438 (#807)**
**#/ Salem Cartons Per Brand Style**
**RETAIL DISTRIBUTION DATE: 7/13/98**

#/ STORES	TRIPI#	CHAIN-ID	M85	M100	LT M85	LT M100	TOTAL CTNS	ACCOUNT NAME	CITY	STATE	S/REP	RJR #
1	1361	1887-0000	1	1	1	1	4	LAKE COUNTY DAIRY #4	LAKEWOOD	NY	162606	696831
2	1362	1887-0000	1	1	1	1	4	LAKE COUNTY DAIRY #1	FALCONER	NY	162606	398505
3	1363	1887-0000	1	1	1	1	4	LAKE COUNTY DAIRY #3	WESTFIELD	NY	162606	398532
4	1364	1887-0000	1	1	1	1	4	LAKE COUNTY DAIRY #7	FREDONIA	NY	162606	666103
5	1365	1887-0000	1	1	1	1	4	LAKE COUNTY DAIRY #5	LAKEWOOD	NY	162606	765328
6	1366	1887-0000	1	1	1	1	4	LAKE COUNTY DAIRY #6	JAMESTOWN	NY	162606	765448
7	1367	1887-0000	1	1	1	1	4	LAKE COUNTY DAIRY #2	RANDOLPH	NY	162606	40905
8	1368	1887-0000	1	1	1	1	4	LAKE COUNTY DAIRY #8	MAYVILLE	NY	162606	267020
9	1370	1887-0000	1	1	1	1	4	LAKE COUNTY DAIRY 10	JAMESTOWN	NY	162606	737860
		<b>1887-0000</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>36</b>					
1	4255	1892-0000	4	3	4	5	16	BORON OIL	JAMESTOWN	NY	162606	129007
2	4252	1892-0000	2	2	3	2	9	BP HOLIDAY MART #52	NORTH WARREN	PA	162607	528721
3	4254	1892-0000	3	3	3	3	12	BP HOLIDAY MART	YOUNGSVILLE	PA	162607	340667
4	4275	1892-0000	3	3	6	5	17	LAKEWOOD SHELL #3	ERIE	PA	173001	525493
5	4278	1892-0000	3	2	3	4	12	FUEL STOP SHELL #1	ERIE	PA	173001	540944
6	4280	1892-0000	5	4	6	6	21	HOLIDAY MART	ERIE	PA	173001	596643
7	4290	1892-0000	3	3	4	4	14	STATELINE BP #90	NORTH EAST	PA	173001	699667
8	4291	1892-0000	4	2	5	4	15	PEACH STREET SHELL	ERIE	PA	173001	674464
		<b>1892-0000</b>	<b>27</b>	<b>22</b>	<b>34</b>	<b>33</b>	<b>116</b>					

TRIPIFOODS: JULY SALEM .30¢ TEAR TAPE / #800438 (#807)												
#/ Salem Cartons Per Brand Style								RETAIL DISTRIBUTION DATE: 7/13/98				
#/ STORES	TRIPI#	CHAIN-ID	M85	M100	LT M85	LT M100	TOTAL CTNS	ACCOUNT NAME	CITY	STATE	S/REP	RJR #
1	608	1895-0000	1	1	1	1	4	BILLS DELI	NEWFANE	NY	162601	764783
2	719	1895-0000	1	1	1	1	4	KENYON VARIETY #719	LOCKPORT	NY	162601	306829
3	720	1895-0000	1	1	1	1	4	KENYON VARIETY #720	LOCKPORT	NY	162601	396611
4	721	1895-0000	1	1	1	1	4	KENYON VARIETY #721	LOCKPORT	NY	162601	765354
5	724	1895-0000	1	1	1	1	4	KENYON #724/FASTOP	LOCKPORT	NY	162601	500221
6	732	1895-0000	1	1	1	1	4	KENYON VARIETY #732	WILLIAMSVILLE	NY	162602	764963
7	735	1895-0000	1	1	1	1	4	KENYON VARIETY #735	AMHERST	NY	162602	658777
		1895-0000	7	7	7	7	28					
1	4491	3173-0000	1	0	5	1	7	POCO MART	ATHENS	PA	162204	696047
2	4492	3173-0000	0	0	6	2	8	POCO MART	SAYRE	PA	162204	777497
3	4495	3173-0000	1	0	3	0	4	POCO MART	ATHENS	PA	162204	777495
		3173-0000	2	0	14	3	19					

**TRIPIFOODS: JULY SALEM .30¢ TEAR TAPE / #800438 (#807)**

#/ Salem Cartons Per Brand Style

**RETAIL DISTRIBUTION DATE: 7/13/98**

#/ STORES	TRIP#	CHAIN-ID	M85	M100	LT M85	LT M100	TOTAL CTNS	ACCOUNT NAME	CITY	STATE	S/REP	RJR #
1	3602	3459-0000	1	1	2	2	6	MID VALLEY OIL	BINGHAMTON	NY	162204	720142
2	3603	3459-0000	1	1	1	1	4	MID VALLEY OIL	GREENE	NY	162205	720124
3	3604	3459-0000	1	1	1	1	4	MID VALLEY OIL	NEWARK VALLEY	NY	162605	720132
4	3605	3459-0000	1	0	2	1	4	MID VALLEY OIL	CANDOR	NY	162605	720133
5	3606	3459-0000	0	1	2	2	5	MID VALLEY OIL	BINGHAMTON	NY	162204	720140
6	3607	3459-0000	1	3	2	1	7	MID VALLEY OIL	BINGHAMTON	NY	162204	720145
7	3608	3459-0000	1	1	2	1	5	MID VALLEY OIL	BAINBRIDGE	NY	162605	720152
8	3609	3459-0000	0	1	0	2	3	MID VALLEY OIL	WINDSOR	NY	162204	720147
9	3613	3459-0000	2	1	1	1	5	MID VALLEY OIL	BINGHAMTON	NY	162204	720143
10	3616	3459-0000	0	0	2	1	3	MID VALLEY OIL	BINGHAMTON	NY	162204	720141
11	3617	3459-0000	1	1	1	0	3	XTRA MART #1417	EAST CHATHAM	NY	162306	652405
12	3618	3459-0000	1	1	6	4	12	MID VALLEY OIL	BINGHAMTON	NY	162204	720137
13	3621	3459-0000	1	1	1	1	4	MID VALLEY OIL	JOHNSON CITY	NY	162204	720136
14	3625	3459-0000	1	1	1	1	4	MID VALLEY OIL	AFTON	NY	162204	720135
15	3626	3459-0000	1	1	2	1	5	MID VALLEY OIL	VESTAL	NY	162204	720138
16	3627	3459-0000	1	1	4	2	8	MID VALLEY OIL	MARATHON	NY	162205	720134
17	3631	3459-0000	0	2	1	0	3	XTRA MART #1531	BRIDGEWATER	NY	162206	699873
18	3632	3459-0000	1	0	1	1	3	MID VALLEY OIL	DRYDEN	NY	162205	720129
19	3633	3459-0000	1	0	4	2	7	XTRA MART #1433	GHENT	NY	162306	766837
20	3634	3459-0000	1	0	2	0	3	MID VALLEY OIL	FREEVILLE	NY	162605	720128
21	3637	3459-0000	1	0	1	1	3	MID VALLEY OIL	LANSING	NY	162605	720126
22	3638	3459-0000	1	1	1	1	4	MID VALLEY OIL	UNION SPRINGS	NY	162605	720149

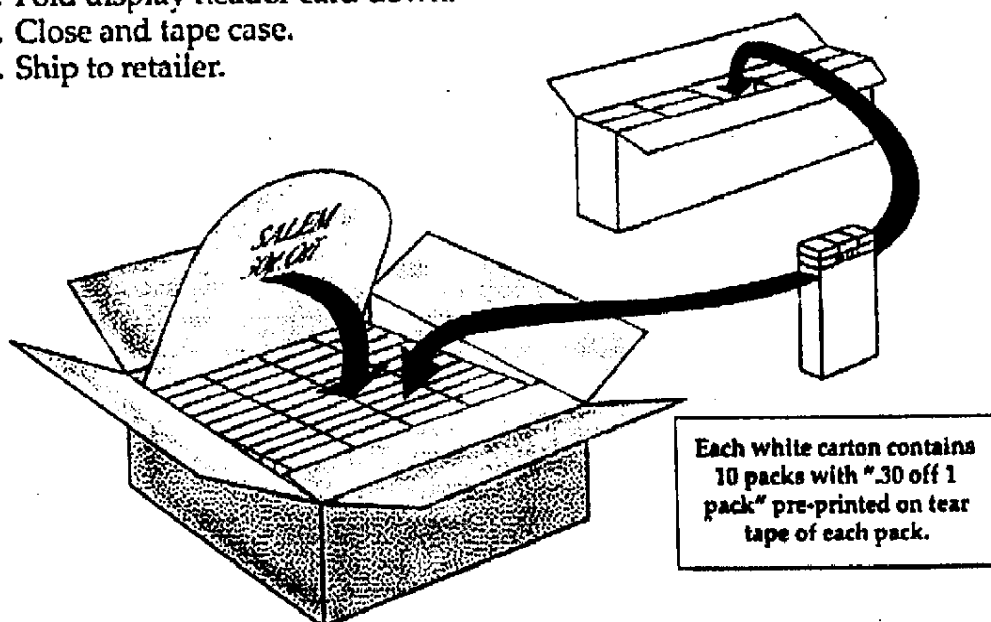
TRIPIFOODS: JULY SALEM .30¢ TEAR TAPE / #800438 (#807)												
#/ Salem Cartons Per Brand Style									RETAIL DISTRIBUTION DATE: 7/13/98			
#/ STORES	TRIP#	CHAIN-ID	M85	M100	LT M85	LT M100	TOTAL CTNS	ACCOUNT NAME	CITY	STATE	S/REP	RJR #
23	3639	3459-0000	1	2	5	1	9	MID VALLEY OIL	CAZENOVIA	NY	162205	720148
24	3652	3459-0000	0	0	3	1	4	XTRA MART #1452	NIVERVILLE	NY	162306	561215
25	3655	3459-0000	1	1	2	2	6	BALMVILLE XTRA #1455	NEWBURGH	NY	162307	769488
26	3660	3459-0000	1	1	1	1	4	CHAPEL HILL EX #1460	HIGHLAND	NY	162307	516248
27	3672	3459-0000	1	1	1	1	4	X-TRA MART #1625	NORTH SYRACUSE	NY	162202	777302
28	3673	3459-0000	1	1	1	1	4	X-TRA MART	ROME	NY	162206	776236
29	3682	3459-0000	1	1	1	1	4	RED HOOK #1482	RED HOOK	NY	162306	649143
30	3686	3459-0000	0	0	1	0	1	MID VALLEY OIL	OWEGO	NY	162204	720144
31	3689	3459-0000	1	0	1	1	3	XTRA MART #1471	LITTLE FALLS	NY	162206	590831
32	3623	3459-0000	1	1	3	2	7	XTRA MART #1723	PALMYRA	PA	173803	776251
33	3635	3459-0000	1	0	2	0	3	SAYRE X-TRA MART	SAYRE	PA	162204	734182
34	3636	3459-0000	1	1	1	1	4	HILLTOP X-TRA MART	MILFORD	PA	162210	734181
35	3695	3459-0000	1	5	3	4	13	CITGO XTRAMART #1795	DUNCANNON	PA	173804	545259
3459-0000			30	33	65	43	171					

TRIIFOODS: JULY SALEM .30¢ TEAR TAPE / #800438 (#807)												
#/ Salem Cartons Per Brand Style								RETAIL DISTRIBUTION DATE: 7/13/98				
#/ STORES	TRIFI#	CHAIN-ID	M85	M100	LT M85	LT M100	TOTAL CTNS	ACCOUNT NAME	CITY	STATE	S/REP	RJR #
1	354	4141-0000	1	1	1	1	4	K & K FOODMART	HOLLEY	NY	162602	765462
2	547	4141-0000	1	1	1	1	4	K & K FOODMART	CLARKSON	NY	162602	33295
3	715	4141-0000	1	1	1	1	4	K & K FOODMART	HILTON	NY	162602	763471
4	716	4141-0000	1	1	1	1	4	K & K FOODMART	BROCKPORT	NY	162602	128447
5	1382	4141-0000	1	1	1	1	4	K & K FOOD MART	MENDON	NY	162605	779164
6	1384	4141-0000	1	1	1	1	4	K&K FOOD MART	MEDINA	NY	162602	707857
7	1385	4141-0000	1	1	1	1	4	K&K FOOD MART	ALBION	NY	162602	663648
8	1386	4141-0000	1	1	1	1	4	K & K FOOD MART	LOCKPORT	NY	162601	580045
9	1387	4141-0000	1	1	1	1	4	K & K FOODMART	KENDALL	NY	162602	215096
10	1389	4141-0000	1	1	1	1	4	K & K FOODMART	HAMLIN	NY	162602	561016
		4141-0000	10	10	10	10	40					
1	1383	4141-0100	1	1	1	1	4	THE HUMIDOR	BROCKPORT	NY	162602	752927
		4141-0100	1	1	1	1	4					
1	2261	5180-0000	0	1	2	1	4	PAL MART #1	CLIFTON SPRINGS	NY	162605	763821
2	2262	5180-0000	1	0	1	0	2	PAL MART #2	PALMYRA	NY	162605	515673
3	2263	5180-0000	1	0	1	2	4	PAL MART #3	NEWARK	NY	162605	724740
4	2268	5180-0000	1	1	1	1	4	PALMART #8	FARMINGTON	NY	162605	702785
		5180-0000	3	2	5	4	14					

TRIPIFOODS: JULY SALEM .30¢ TEAR TAPE / #800438 (#807)												
#/ Salem Cartons Per Brand Style									RETAIL DISTRIBUTION DATE: 7/13/98			
#/ STORES	TRIP#	CHAIN-ID	M85	M100	LT M85	LT M100	TOTAL CTNS	ACCOUNT NAME	CITY	STATE	S/REP	RJR #
1	1691	5342-0000	2	2	2	2	8	PETRO USA #1691	WEST SENECA	NY	162603	128610
2	1692	5342-0000	2	2	2	2	8	PETRO USA #1692	WILLIAMSVILLE	NY	162602	765466
3	1693	5342-0000	2	2	2	2	8	PETRO USA #1693	LACKAWANNA	NY	162603	960838
4	1694	5342-0000	2	2	2	2	8	PETRO USA #1694	BUFFALO	NY	162603	975281
5	1695	5342-0000	2	2	2	2	8	PETRO USA #1695	HAMBURG	NY	162603	306769
6	1697	5342-0000	2	2	2	2	8	PETRO USA	KENMORE	NY	162601	671356
7	1704	5342-0000	2	2	2	2	8	PETRO USA	NIAGARA FALLS	NY	162601	675540
		5342-0000	14	14	14	14	56					
1	4202	5468-0000	2	2	2	0	6	RED APPLE KWIK FILL	NEW CASTLE	PA	173004	717481
2	1704	5342-0000	4	3	4	3	14	RED APPLE KWIK FILL	NEW CASTLE	PA	173004	251195
		5342-0000	6	5	6	3	20					
		Grand T	190	167	269	189	815					

**WHOLESALE PACKING INSTRUCTIONS****SALEM TEAR TAPE 3RD QTR.'98****July SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 541964

MSA Promotion Reporting Description: S A L 9 8 3 0 / 1 P K

Brand Style						
Number of Cartons						

51859 2636



# Salem '98

## 30¢ Off Pack Promotion

**NOW  
OFF-INVOICE**

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

### 40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and paster
- Price discount clearly communicated



item #541970

- Comes packed in shipper display

SALEM '98 SNIPED PASTER

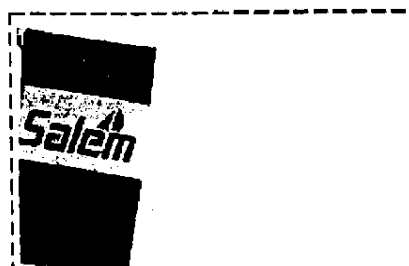
### SALEM SNIPED PACK REPLICA POS



item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

51859 2637



*To All RJR Retail Partners*

## ***RETAILER LETTER***

**SALEM .30¢ OFF / PACK**

**\$3.00 OFF / CARTON**

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51859 2638